

KEEPING OUT NEWS.

A POLICY THAT HURTS A LOCAL PAPER'S CIRCULATION.

Fred. J. Mauren in *Newspaperdom*.

IN SOME of the smaller towns the custom of rushing in and stopping the paper at slightest provocation still prevails. In nine cases out of ten the editor is the person most at fault. First, because he does not try to make each issue of his paper so entertaining that the subscriber comes to feel that he cannot do without it; second, because he lets Tom, Richard and Harry dictate what he shall not print. People who hear of some lively happening and see it omitted in the next issue of the local paper, because Mr. Strikeathiswife has told the editor to keep it out, will promptly resent it when the paper prints some trifling thing concerning them that is not exactly to their liking.

A community can be educated into expecting the local paper to dish up everything newsy, without regard to whom it hits, if the editor only practises consistency, and makes himself hard to approach in matters governing the conduct of his own business. What people want suppressed is usually of a character that will most brighten the paper, and it often happens that they are too sensitive. To illustrate: Not long ago a young man came from a distant town to wed a Portland lady. It was whispered that he traced his ancestry back to the German nobility, and, as he was the first of this much-toadied class to invade Portland, I attempted to get his pedigree. The young lady called at the office and said she did not want anything said about his parentage. When told that it would certainly be mentioned as a piece of news, she evinced great surprise.

"Why," she said, "you don't print what people do not want you to?"

"Almost invariably," I replied.

I did not attend the wedding, but even that had its bright side, and the festivities were impartially reported. The bare statement of facts, without prejudice, interests everyone, and subscribers are not slow to fall in with the policy of the paper.

I was in a neighboring town the other day when news of a suicide came in. A young man had hanged himself, leaving a note in which it was shown that his parents, because of different religious views, had objected to his keeping company with a certain estimable young lady. In drawing out these facts nearly all whom I approached were surprised that I wanted to get at the contents of the note, the young lady's name, and other essential data. They even suggested that the cause be left out; but it was all printed in *The Review*, and dispatches sent from Portland to Detroit papers. When the little paper published in the town came out, it contained not a line of the note, withheld the lady's name, but, with the usual adjectives, eulogized the young man and printed a piece of bad poetry which a well-meaning friend had furnished. I knew why the editor had omitted interesting details, and doubted the wisdom of his course. He might easily have squared it by telling those interested in withholding the news that the facts were being badly garbled and embellished by gossips, and that people would look to his paper for a correct statement of them.

There is no reason why an interior publication cannot command the same interest in the community the metropolitan press enjoys in the cities. The editor has only to keep the cobwebs from his gray matter, run his own paper, treat the most humble subject of the land with the same consideration in his

news columns as he shows the more influential fellows, never besmear a news article with mud, and he at once establishes a reputation for fairness and independence which holds his old subscribers and gains new ones each issue of the paper.

FROM WIRE TO TYPE.

About three years ago it occurred to Frank J. Kihm, special telegraph operator of *The Brooklyn Eagle*, that it would be possible to set in type the telegraphic news sent over the Associated Press wire. Hundreds of operators are copying telegrams with the aid of typewriters, and Mr. Kihm decided that with extra care and expertness a typesetting machine could also be used with fair success. The editor of *The Eagle* at once placed a typesetting machine at the operator's disposal, and after some weeks of practice the telegraph wire of the Associated Press was extended to the composing room, and Mr. Kihm proceeded to demonstrate the practicability of his idea. As the operator in the New York office of the news association clicks off the dots and dashes they are simultaneously reproduced by the giant telegraph sounder at Mr. Kihm's typesetting machine. As the different letters come over the wire Mr. Kihm touches the same letter on the keyboard of the machine, and instantly there is formed a metal letter corresponding with the letter transmitted over the wire. When a whole word has been formed Mr. Kihm touches the blank space button and a space block of metal drops into place. Then another line is set in type, and so it goes. So expert has Mr. Kihm become that he runs the machine with surprising speed and with very few typographical errors. He is the only telegraph operator in the world who receives the news by ear and runs a typesetting machine with his fingers at one and the same time.

LATE NEWS.

The Press Syndicate, Limited, is a new boiler-plate company just started in Toronto. Albert Horton is one of the promoters.

B. Maguire, publisher of *The Orangeville Banner*, has admitted A. D. McKittrick as partner, and the firm name is now Maguire & McKittrick.

Arbuthnot Bros. Co., Limited, Toronto, are financially embarrassed, and a meeting will be held on the 26th to determine whether the offer of the company to continue will be accepted. The liabilities are about \$10,000, and the assets not much less. It is thought that the Arbuthnots, who are respectable men and well liked, launched out a little more than their resources warranted.

READY PRINTS.

The ready prints turned out by the Toronto Type Foundry are acknowledged to contain superior matter and have a neater appearance than any other ready prints in Canada.

A NEW COVER.

Buntin, Gillies & Co., Hamilton, are showing a new cover paper by the name of the "Victor." It is a very fine line, of strong, heavy quality, and comes in six tints. For fine work, nothing better can be procured.